



Breastfeeding Friendly Worksite Initiative

Alisha Lindberg, MS3 RPAP, New Richmond WI
Heather Prigge, RN, CLC
St. Croix County DHHS- Public Health



Why talk about BREASTFEEDING?

- Health benefits for mom and baby!
- Exclusive breastfeeding for the first 6 months of life is recommended by many health organizations
 - American Academy of Family Physicians
 - American Academy of Pediatrics
 - American College of Nurse-Midwives
 - American College of Obstetricians and Gynecologists
 - American Dietetic Association
 - Association of Women's Health, Obstetric and Neonatal Nurses
 - National Association of Pediatric Nurse Practitioners
- Recommended to continue breastfeeding in addition to solid foods until child is one year of age
- Breastfeeding benefits have been EXTENSIVELY studied



Women in the WORKFORCE

- Mothers are the fastest-growing segment in the U.S. labor force
- 70% of mothers with a child under the age of 3 work FULLTIME
- 1/3 of mothers return to work after 3 months
- 2/3 of mothers return to work after 6 months
- Working outside the home is associated with lower rates of initiation and duration
- Challenges
 - Lack of break time
 - Inadequate facilities for pumping and storing human milk

2013 Data from U.S. Department of Labor

United States Breastfeeding Committee. Workplace breastfeeding support [issue paper]. Raleigh, NC: United States Breastfeeding Committee; 2002.



2016 CDC Breastfeeding Report Card

- In Wisconsin, **89.7%** of women have breastfed at one point
- Only **59.5%** are still breastfeeding at 6 months.....
- Why???
 - Inconvenience or fatigue associated with breastfeeding
 - Concerns about milk supply
 - **RETURNING TO WORK** OR SCHOOL

+ Breastfeeding Friendly Worksite Initiative

- What is it?
 - Program that recognizes business as being a Breastfeeding Friendly Worksite
 - Supports breastfeeding employees by implementing policies
 - Provides employees with adequate breaks and private space to express milk
 - Creates a positive public image



Benefits for the EMPLOYERS

- Lower health care costs (think insurance claims)
- Lower turnover rates
- Lower absenteeism rates
 - One-day absences to care for sick children occur more than twice as often for mothers of formula feeding infants
- Higher employee productivity and morale
- Positive public relations in the community as a “family friendly” business

Cohen, R, Mrtek, MB, & Mrtek, RG. (1995). Comparison of maternal absenteeism and infant illness rates among breastfeeding and formula-feeding women in two corporations. *American J of Health Promotion*, 10(2) 148-15

Dickson, V., Hawkes, C., Slusser, W., Lange, L., Cohen, R. Slusser, W. (2000). The positive impact of a corporate lactation program on breastfeeding initiation and duration rates: help for the working mother. Unpublished manuscript. Presented at the Annual Seminar for Physicians on Breastfeeding, Co-Sponsored by the American Academy of Pediatrics, American College of Obstetricians and Gynecologists, and La Leche League International. Chicago, IL: July 21, 2000.

Mutual of Omaha. (2001). Prenatal and lactation education reduces newborn health care costs. Omaha, NE: Mutual of Omaha



Examples of the SAVINGS

- Cigna Insurance Company → **\$240,000 annual savings** in health care expenses among women who breastfed their infants
- Mutual of Omaha → **\$2,146 savings per employee** in health care costs, annual savings of \$115,991 for mother who participate in the company's lactation program
- Cigna **saved \$60,000/ year in lower absenteeism** among women whose babies were breastfed
- Companies with lactation support programs **retained 94.2%** of their employees (compared to national average of 59%)

Ortiz J., McGilligan K., Kelly P. (2004). Duration of breast milk expression among working mothers enrolled in an employer-sponsored lactation program. *Pediatr Nurs*; 30:111-119

+ Components of a Breastfeeding Friendly Worksite

- Components of a Breastfeeding Friendly Worksite
 - Privacy for milk expression
 - Flexible breaks and work schedule
 - Education
 - Support

+ Privacy for Pumping

- Basic Lactation Room

- Clean private area with a door that locks (a bathroom is not appropriate)
 - Electrical outlet
 - Comfortable chair
 - Table or a flat surface for a breast pump
 - Access to a sink/running water (does not have to be in the Lactation Room)

- Rooms that are identified as “lactation rooms” can be used for other purposes when not needed by the breastfeeding employee

+ Examples



+ Examples





Flexible Breaks

- Flexible breaks
 - Typically 2-3 breaks
 - Pump time about 15 minutes
 - Usually coordinates with regular breaks and lunch
- Other work schedule options
 - Part-time transition off of maternity leave
 - Adjustable hours (come in early, stay later)



Education

■ Education

- Related to continuing breastfeeding upon returning to work
- Available prenatally or in the lactation room
- Handouts
- Online links



General Worksite Support

■ Worksite Lactation Policy

- Ensures sustained support beyond what specific person holds a specific position
- Include information in the employee handbook with other health benefits resources (Wellness Program)
- Encourages co-worker support



The Process of becoming a Breastfeeding Friendly Worksite

- Interested in a private consultation?
 - You will be contacted by Public Health to set up a time to meet
 - If you would NOT like to be contacted please put a check next to your name
- Self-assessment Checklist
 - Gauge where you are at in the process
 - Identify what is in place and future needs
 - Public Health will work with you on implementing those changes
- Enjoy happier employees, lower healthcare costs, lower absenteeism, and **SUPPORTING YOUR COMMUNITY!**



Amendment to Section 7 of the Fair Labor Standards Act

- Employers are required to provide “**reasonable break time** for an employee to express breast milk for her nursing child for 1 year after the child’s birth each time such employee has need to express the milk.” Employers are also **required to provide “a place, other than a bathroom,** that is shielded from view and free from intrusion from coworkers and the public, which may be used by an employee to express breast milk.”



UNITED STATES
DEPARTMENT OF LABOR

General Guidance

- [WHD Fact Sheet #73, Break Time for Nursing Mothers under the FLSA \(Spanish Version\)](#)
- [Break Time for Nursing Mothers FAQs](#)
- [Break Time for Nursing Mothers under the FLSA \(Microsoft® PowerPoint®\)](#)
- [Break Time for Nursing Mothers Employee Rights Card](#)
- [FLSA Handy Reference Guide](#)
- [How to File a Complaint](#)